

Page 2, line 4, delete "to", and change "put" to --puts--.

Page 3, line 9, after "needs" insert --,--;
line 28, after "conditions" insert --, thereby--; and
line 32, after "points," insert --thereby--.

Page 4, line 4, delete ", comprising" and insert --. The service point management
system of the present invention comprises"; before "point" insert --a-, and

change "issue" to --issuer--;

line 5, delete "means for";

line 6, before "point" insert --a--;

line 7, delete "accumulation means for" and insert --accumulator--;

line 8, before "point" insert --a--, and delete "notification means for" and
insert --notifier--;

★ line 9, before "customer" (second occurrence) insert --a--;

line 10, delete "identification means for" and insert --identifier--;

line 12, delete ", the" and insert --. The--, and change "notification" to
--notifier--;

line 13, delete "means notifying" and insert --notifies--;

line 14, delete "identification means" and insert --identifier--;

line 23, after "up" insert --the--;

line 26, delete "is capable of" and insert --provide--; and

line 26, delete "providing", and delete "transaction forms" and insert
--forms of transaction--.

Page 5,

line 1, after "customer" insert --,--, delete "or" (first occurrence), and after
"terminal" insert --,--;

line 25, delete in its entirety;

line 26, add ^{NE} paragraph indentation;

line 30, delete in its entirety;

line 31, add ^{NE} paragraph indentation;

line 32, delete "issue means" and insert --issuer--;

line 33, delete in its entirety;

line 34, add ^{NE} paragraph indentation; and

line 37, delete in its entirety.

Page 6,

line 1, add ^{NE} paragraph indentation;

line 4, delete in its entirety;

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NE
line 5, add paragraph indentation;
line 8, delete in its entirety;
NE
line 9, add paragraph indentation;
line 12, delete in its entirety;
NE
line 13, add paragraph indentation;
line 17, delete in its entirety;
NE
line 18, add paragraph indentation;
line 22, delete in its entirety;
NE
line 23, add paragraph indentation;
line 26, delete in its entirety;
NE
line 27, add paragraph indentation;
line 30, delete in its entirety;
NE
line 31, add paragraph indentation;
line 34, delete in its entirety;
NE
line 35, add paragraph indentation.

Page 7,

line 1, delete in its entirety;
NE
line 2, add paragraph indentation;
line 7, delete in its entirety;

line 8, add paragraph^{NE} indentation;
line 10, delete "accumulation means" and insert --accumulator--;
line 11, delete in its entirety;
line 12, add paragraph^{NE} indentation;
line 14, delete "accumulation means" and insert --accumulator--;
line 17, delete in its entirety;
line 18, add paragraph^{NE} indentation;
line 20, delete in its entirety;
line 21, add paragraph^{NE} indentation;
line 24, delete in its entirety;
line 25, add paragraph^{NE} indentation;
line 28, delete in its entirety;
line 29, add paragraph^{NE} indentation;
line 32, delete in its entirety;
line 33, add paragraph^{NE} indentation;
line 36, delete in its entirety;
line 37, add paragraph^{NE} indentation.

Page 8, line 3, delete in its entirety;

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NE
line 4, add paragraph indentation.

line 10, change the heading from "PREFERRED EMBODIMENTS OF
THE INVENTION" to --DESCRIPTION OF THE PREFERRED

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EMBODIMENTS--;

line 13, delete "numeral 1 is a", and delete "having" and insert --1
comprises--;

line 14, after "memories" insert --(which are not shown in Figure 1)--; A3

line 15, delete "Numeral 2";

line 16, delete "is", change "data" to --Data--, delete "means, 3 is" and
insert --2 is included in--, and delete ", 4" and insert --3.--;

line 17, delete "is" and insert --Processor 1 comprises--, delete
"identification means, 5 is a" and insert --identifier 4,--;

line 18, delete "notification means, 6 is a" and insert --notifier 5,--, and
after "storage" insert --6,--;

line 19, delete "means, 7 is a", and delete "accumulation means, 8 is a" and
insert --accumulator 7,--;

line 20, delete "means, 9 is a" and insert --8,--, delete "issue means" and
insert --issuer 9--, and delete "10 is a";

line 21, delete "management means" and insert --manager 10, which may
be implemented as software programs--;

line 27, delete "means";

line 31, delete "identification means" and insert --identifier--;

line 35, delete "notification means" and insert --notifier--; and

line 37, delete "identification means" and insert --identifier--.

Page 9,

line 3, delete "means";

line 7, delete "accumulation means" and insert --accumulator--;

line 8, delete "issue means" and insert --issuer--;

line 9, delete "means";

line 11, delete "notification means" and insert --notifier--;

line 12, delete "issue means" and insert --issuer--, and change
"management" to --manager--;

line 13, delete "means";

line 15, delete "issue means" and insert --issuer--;

line 16, change "accumulation" to --accumulator--;

line 17, delete "means";

line 18, delete "identification means" and insert --identifier--;

line 28, delete "has" and insert --comprises--;
line 29, delete "identification means" and insert --identifier--, and delete
"notification means" and insert --notifier--;
line 30, delete "accumulation means" and insert --accumulator--, and delete
"issue means" and insert --issuer--; and
line 32, delete "has" and insert --comprises--.

Page 10,

line 5, change "(1)" to -- 1 --;
line 6, delete "identification means" and insert --identifier--;
line 9, delete "notification means" and insert --notifier--;
line 10, change "(2)" to -- 2 --;
line 11, delete "issue means" and insert --issuer--;
line 12, delete "accumulation means" and insert --accumulator--;
line 13, delete "accumulation means" and insert --accumulator--; and
line 15, delete "notification means" and insert --notifier-- (both
occurrences).

Page 15,

line 30, after "and" insert --the--; and
line 37, after "of" insert --the--.

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Page 16, line 1, delete "issue means" and insert --issuer 9--, and delete "the figure"
and insert --figures 8(A) and 8(B)--;
line 3, delete "has" and insert --comprises--;
line 20, delete "accumulation means" and insert --accumulator--;
line 23, delete "management means" and insert --manager--; and
line 24, delete "issuer means" and insert --issuer--.

Page 19, line 5, delete "accumulation" and insert --accumulator--;
line 6, delete "means", change "Fig. 11" to --Figs. 11(A) and (B)--; and
line 25, delete "accumulation means" and insert --accumulator--, and
change "Fig. 14" to --Figs. 12(A) and (B)--.

Page 20, line 18, delete "accumulation means" and insert --accumulator--.

Page 22, line 35, delete "accumulation means" and insert --accumulator--.

Page 23, line 34, delete "accumulation means" and insert --accumulator--.

Page 24, line 33, delete "accumulation" and insert --accumulator--; and

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line 34, delete "means".

Page 25, line 14, delete "accumulation means" and insert --accumulator--.

Page 26, line 13, delete "accumulation means" and insert --accumulator--.

Page 27, line 1, delete "accumulation means" and insert --accumulator--;
line 3, delete "issue means" and insert --issuer--;
line 6, delete "means";
line 11, delete "means"; and
line 35, delete "means".

Page 28, line 2, delete "means"; and
line 15, delete "accumulation means" and insert --accumulator--.

Page 29, line 20, delete "notification means" and insert --notifier--;
line 22, delete "accumulation" and insert --accumulator--;
line 23, delete "means"; and
line 24, delete "means".

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Page 31, line 19, delete "has" and insert --comprises--.

Page 32, line 37, delete "explain" and insert --show--.

Page 38, line 5, delete "has" and insert --comprises--; and
line 9, delete "includes" and insert --comprises--.

Page 39, line 13, delete "identification means" and insert --identifier--, and delete
"of" and insert --included in--;
line 22, after "arranged" insert --a--, and delete "issue means for" and
insert --issuer--;
line 23, before "point" insert --a--;
line 24, delete "accumulation means for" and insert --accumulator--;
line 25, before "point" insert --a--, and delete "notification means for" and
insert --notifier--;
line 26, before "customer" insert --and a--, and delete "identification" and
insert --identifier--;
line 27, delete "means for"; and
line 29, delete "notification means" and insert --notifier--.

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Page 40, line 4, delete "issue means" and insert --issuer--;
 line 26, delete "issue means" and insert --issuer--;
 line 29, delete "issue means" and insert --issuer--;
 line 32, delete "issue means" and insert --issuer--; and
 line 35, delete "issue means" and insert --issuer--.

Page 41, line 1, delete "issue means" and insert --issuer--;
 line 5, delete "issue means" and insert --issuer--;
 line 9, delete "notification means" and insert --notifier--;
 line 11, delete "notification means" and insert --notifier--;
 line 14, delete "notification means" and insert --notifier--;
 line 17, delete "notification means" and insert --notifier--;
 line 19, delete "notification means" and insert --notifier--;
 line 23, delete "notification means" and insert --notifier--;
 line 27, delete "notification means" and insert --notifier--;
 line 31, delete "notification means has" and insert --notifier comprises--;
 line 32, delete "means for"; and
 line 37, delete "notification means has" and insert --notifier comprises--.

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Page 42, line 1, delete "means for";
 line 6, delete "notification means" and insert --notifier--;
 line 9, delete "notification means" and insert --notifier--;
 line 12, delete "notification means" and insert --notifier--;
 line 16, delete "notification means" and insert --notifier--;
 line 19, delete "notification means" and insert --notifier--;
 line 22, delete "notification means" and insert --notifier--;
 line 26, delete "notification means" and insert --notifier--;
 line 28, delete "notification means" and insert --notifier--;
 line 31, delete "notification means" and insert --notifier--; and
 line 34, delete "notification means" and insert --notifier--.

Page 43, line 2, delete "accumulation means has" and insert --accumulator comprises a--;
 line 3, delete "means for";
 line 5, delete "means";
 line 8, delete "means";
 line 11, "means has means for" --comprises a section--;
 line 22, delete "accumulation means" and insert --accumulator--; and
 line 26, delete "accumulation means" and insert --accumulator--.

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Page 44, line 6, delete "accumulation means" and insert --accumulator--;
 line 16, delete "issue means" and insert --issuer--;
 line 18, delete "issue means" and insert --issuer--;
 line 20, delete "issue means" and insert --issuer--;
 line 22, delete "issue means" and insert --issuer--;
 line 26, delete "accumulation means" and insert --accumulator--;
 line 32, delete "is capable of"; and
 line 33, change "notifying" to --notifies--.

Page 45, line 11, delete "may", change "improve" to --improves--, and delete "to" and insert --in--.

IN THE CLAIMS:

Please **AMEND** the claims as follows:

1. (**AMENDED**) A point management system employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:
 point issue means for issuing the points to the customer according to transactions performed by the customer;

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point accumulation means for calculating and accumulating the issued points for more than two transactions;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification [data entered through a customer or store terminal, the point notification means for notifying the customer identified by the customer identification means of the customer's cumulative point information before the customer carries out transactions] information.

wherein the point issue means comprises rate management means for changing a point calculation rate according to each of the more than two transactions.

2. (AMENDED) The point management system according to claim 1, wherein the point notification means notifies the customer of the point information as primary data through [the] a customer terminal as soon as the customer terminal is turned ON.

3. (AMENDED) The point management system according to claim 1, wherein the point notification means notifies the customer identified by the customer identification means of the point information as primary data through [the] a store terminal.

4. (AMENDED) The point management system according to claim 1, wherein the point issue means [has] includes rate management means for changing a point calculation rate according to purchase conditions.

5. (NOT AMENDED HEREIN) The point management system according to claim 4, wherein the rate management means changes the point calculation rate according to conditions set for purchases carried out on a predetermined day, in a predetermined period, or during predetermined hours.

6. (NOT AMENDED HEREIN) The point management system according to claim 4, wherein the rate management means changes the point calculation rate according to conditions set for purchases carried out at stores in a specific area or at a specific counter in a store.

7. (NOT AMENDED HEREIN) The point management system according to claim 4, wherein the rate management means increases the point calculation rate according to conditions set for sales promotion commodities or a specific series of commodities.

8. (NOT AMENDED HEREIN) The point management system according to claim 4, wherein the rate management means changes the point calculation rate according to conditions set for a

predetermined number of purchase transactions, the number of purchase transactions carried out in a predetermined period, or the number of purchase transactions carried out by visiting stores.

9. **(NOT AMENDED HEREIN)** The point management system according to claim 4, wherein the rate management means changes the point calculation rate according to conditions set for the number of accesses at a customer terminal in a specific area, or a time band for accessing the customer terminal.

11. **(NOT AMENDED HEREIN)** The point management system according to claim 1, wherein the point notification means notifies the customer of the point information in images, by voice, or both.

13. **(NOT AMENDED HEREIN)** The point management system according to claim 11, wherein the point notification means displays a graph of cumulative points and target points.

13 14. **(AMENDED)** The point management system according to claim ¹⁰~~11~~, wherein the point notification means displays [the] target points as the whole of a given screen area and [the] cumulative points as an area proportional to the target points area with a different color or brightness.

¹⁴
~~13~~. (AMENDED) The point management system according to claim ¹⁰~~11~~, wherein the point notification means displays [the] target points of an object requested by the customer as an area and [the] cumulative points as a proportional part of the target points area with a different color or brightness.

¹⁵
~~16~~. (AMENDED) The point management system according to claim ¹⁰~~11~~, wherein the point notification means sets an area for [the] target points of an object requested by the customer and displays part of the area in proportion to the [cumulative] accumulated points.

¹⁶
~~19~~. (AMENDED) The point management system according to claim [11] ¹²~~13~~, wherein the point notification means is installed in a store shopping-cart or videocart equipped with a display screen device and notifies the customer of the point information or specific commodity's point information sent in a specific area in a store.

¹⁷
~~20~~. (AMENDED) The point management system according to claim ¹²~~13~~ [11], wherein the point notification means is installed in a store cart and notifies the customer of the point information [in voices] by voice.

21. (NOT AMENDED HEREIN) The point management system according to claim 11, wherein the point notification means includes a display installed in a store and displays point information of specific customers or customers belonging to predetermined groups.

¹⁹
~~22.~~ (AMENDED) The point management system according to claim 1, wherein the point notification means uses available communication circuits to notify the customer of point information [such as] including target points for a service requested by the customer, the customer's cumulative points, or a shortage of points relative to the target points.

²⁰
23. (AMENDED) The point management system according to claim 1, wherein the point accumulation means [has] includes condition monitor means for changing the [cumulative] accumulated points according to predetermined conditions.

27. (NOT AMENDED HEREIN) The point management system according to claim 1, wherein the service is provided to the customer through communication circuits.

31. (NOT AMENDED HEREIN) The point management system according to claim 1, wherein the point information is supplied to the customer through the customer or store terminal through communication circuits.

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36. (NOT AMENDED HEREIN) The point management system according to claim 1, wherein the point issue means issues points to the customer without disclosing points allocated for commodities.

38. (NOT AMENDED HEREIN) The point management system according to claim 1, wherein the point issue means issues bonus points to the customer if the number of transactions made by the customer reaches a predetermined number.

39. (NOT AMENDED HEREIN) The point management system according to claim 1, wherein the point accumulation means collects and accumulates points issued to each customer belonging to a group if the customer identification means identifies that the customer belongs to the group.

Please ADD new claims 40-66 as follows:

26
40. (NEW) The point management system according to claim 1, wherein the point notification means notifies the customer of the point information as primary data of a transaction.

27
41. (NEW) The point management system according to claim 1, wherein the point notification means further comprises communication means for notifying the customer of the point information in off-hours using communication circuits.

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²⁸
~~42.~~ (NEW) The point management system according to claim ²⁷~~41~~, wherein the communication means supplies the customer with information and services concerning the point information by one of a terminal and a bidirectional television display.

²⁹
~~43.~~ (NEW) The point management system according to claim 1, wherein the point notification means further comprises communication means installed in one of a cart and a videocart equipped with a display screen device, said communication means for notifying the customer of one of the point information and specific commodity point information sent to a specific area.

³⁰
~~44.~~ (NEW) The point management system according to claim 1, wherein the point notification means comprises communication means installed in a cart, said communication means for notifying the customer of the point information.

³¹
~~45.~~ (NEW) The point management system according to claim 1, wherein the point notification means further comprises data processing means for notifying the customer of the point information by one of images, voice, and both.

³²
~~46.~~ (NEW) The point management system according to claim ³¹~~45~~, wherein the data processing means displays a graph of cumulative points and target points.

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³³
~~47.~~ (NEW) The point management system according to claim ³¹~~45~~, wherein the data processing means displays target points as a whole of a given screen area and cumulative points as an area proportional to target points area with one of a different color, a different brightness, and a different color and a different brightness.

³⁴
~~48.~~ (NEW) The point management system according to claim ³¹~~45~~, wherein the data processing means displays target points of an object requested by the customer as an area and cumulative points as a proportional part of the target points area with one of a different color and a different brightness.

³⁵
~~49.~~ (NEW) The point management system according to claim ³¹~~45~~, wherein the data processing means sets an area for target points of an object requested by the customer and displays part of the area in proportion to cumulative points.

³⁶
~~50.~~ (NEW) The point management system according to claim ³¹~~45~~, wherein the data processing means stores one of information of specific customers, information of groups, and information of specific customers and groups.

³⁷
~~51.~~ (NEW) A point management system employing a computer for managing points issued to each customer who receives service according to issued points, comprising:

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Rule 1.26

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulating means for calculating and accumulating the issued points;

point storing means for storing point information comprising the issued points for each customer identification;

point notification means for notifying the customer of the point information; and

customer identification means for identifying the customer according customer identification information,

wherein the point notification means notifies the customer of the point information before the customer carries out transactions.

³⁸
~~55~~. (NEW) The point management system according to claim ³⁷~~54~~, wherein the computer comprises a customer terminal, and wherein the point notification means notifies the customer of the point information as primary data as soon as the customer terminal is turned ON.

³⁹
~~56~~. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management system comprising:

means for accumulating points issued to each, respective customer for more than two transactions;

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rate management means for changing a point calculation rate according to each of the more than two transactions; and

means for notifying each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

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Rule 1.26
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57. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management system comprising:

AS
means for accumulating points issued to each, respective customer for more than two transactions; rate management means for changing a point calculation rate according to each of the more than two transactions; and

means for notifying on the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

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58. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two transactions;

rate management means for changing a point calculation rate according to each of the more than two transactions; and

means for notifying by a customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

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59. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising and said point management system comprising:

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means for accumulating points issued to each, respective customer for more than two transactions; rate management means for changing a point calculation rate according to each of the more than two transactions; and

means for notifying each, respective customer of the points issued to each, respective customer by one of images, voice, and both, and prior to transactions performed by the customer.

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60. (NEW) A point management method of a computer for managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of:

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Rule 126
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accumulating, by the computer, points issued to each, respective customer for more than two transactions;

changing a point calculation rate according to each of the more than two transactions; and

notifying, by the computer, each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

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61. (NEW) A point management method of a computer for managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two transactions;

changing a point calculation rate according to each of the more than two transactions; and

notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

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62. (NEW) A point management method of a computer for managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management method comprising the steps of:

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accumulating, by the computer, points issued to each, respective customer for more than two transactions;

changing a point calculation rate according to each of the more than two transactions; and

notifying by a customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

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63 (NEW) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two transactions;

changing a point calculation rate according to each of the more than two transactions; and

notifying, by the computer, each, respective customer of the points issued to each, respective customer by one of images, voice, and both, and prior to transactions performed by the customer.

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64 (NEW) The point management system according to claim *27* ~~41~~, wherein the communication means is installed in a videocart equipped with a display screen device and notifies the customer of the point information sent to a specific area.

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